



Singapore Manufacturing
Federation
新加坡制造商总会

MEDIA RELEASE

17 companies to receive Inaugural SMF Awards at Singapore Manufacturing Federation's 82nd Anniversary Gala Dinner

Minister for Manpower Mr Tan Chuan-Jin as the Guest-of-Honour

8 October 2014 – Seventeen local companies received the inaugural Sustainable Growth Awards and the Business Model Innovation Awards at Singapore Manufacturing Federation (SMF)'s 82nd Anniversary Gala Dinner held this evening at Swissotel The Stamford.

These awards were launched earlier in May 2014 with the objective of celebrating and sharing the success stories of Singapore companies in the manufacturing and manufacturing-related industries that have achieved sustainable growth and innovation in their business models.

The SMF Sustainable Growth Award recognises companies which have demonstrated the ability to adapt to different economic situations and grown their businesses and profitability over the long term. The SMF Sustainable Growth Award Winners are Feinmetall Singapore Pte Ltd and Serrano Pte Ltd. The Merit Winners are ICM Pharma Pte Ltd, Oceanwide Frozen Food Pte Ltd, and Tri-Star Industries Pte Ltd.

“The judging panel for the SMF Sustainable Growth Award strongly believes that the success stories of the Winners and Merit Winners can encourage and motivate others with similar challenges to review their business strategy and strive for growth,” shared Mr Saw Ken Wye, Chairman of the SMF Sustainable Growth Award Judging Panel.

The SMF Business Model Innovation Award recognises and acknowledges outstanding companies that have achieved success in transforming their business models. SMF Business Model Innovation Winners are BrightLite Systems Pte Ltd, Concorde Security Pte Ltd, Consistel Pte Ltd, LHT Holdings Limited, Rigel Technology(S) Pte Ltd and Sypex Technologies Pte Ltd. The Merit Winners are Asia Polyurethane Manufacturing Pte Ltd, Jovan Tech Pte Ltd , SC (Sang Choy) International Pte Ltd, Serrano Holdings Pte Ltd, Sun City Maintenance Pte Ltd, and TranZplus Engineering (S) Pte Ltd. *(Please refer to the Annex A for their profiles)*

“In a rapidly changing world, business models have to evolve very quickly in order to address the structural changes. The SMF Business Model Innovation Award gives a platform for companies to participate and benchmark to see where they are, so that they can do even better,” said Mr Douglas Foo, Chairman of the SMF Business Model Innovation Award Judging Panel.

The gala dinner was also held to mark the Federation’s rich history of 82 years. Graced by Mr Tan Chuan-Jin, Minister for Manpower, the event was attended by 1,000 guests, comprising key executives of MNCs and SMEs, business leaders, ambassadors, overseas and local trade association leaders. The event also saw SMF President Mr George Huang formally handing over the presidency to Mr Douglas Foo.

About Singapore Manufacturing Federation (SMF)

Established since 1932, SMF represents the interest of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and 6 Centres of Excellence, SMF enhances the competitiveness of the industry by encouraging capacity development and capability building, innovation and productivity.

It provides opportunities for companies to collaborate, network; and to grow and expand both locally and internationally. Current membership stands at more than 3,000 corporate members ranging from SMEs to MNCs. For more information, please visit www.smfederation.org.sg.

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Annex A – Winners’ Profiles

SMF SUSTAINABLE GROWTH AWARD 2014 - WINNERS

1)		Serrano Holdings Pte Ltd
Company Profile	<p>Incorporated in 1993, Serrano Holdings is the flagship company of the Serrano Group of companies comprising of a furniture wholesale arm, a furniture retail arm and an interior design (ID) arm. Serrano Holdings provides a full suite of services from design, manufacturing to retail/delivery.</p> <p>The company is also developing an e-commerce portal which will allow customers to customise their designs before commissioning the company for manufacturing.</p>	
Reason behind its win:	<p>Serrano Holdings Pte Ltd is recognised for its agility and ability to continually find new growth engines for its business. In a highly competitive market of furniture, fittings and interior design, Serrano Holdings has shown the way to achieve superior revenue and profit growth. It has managed to tap emerging overseas markets and focus on core products like doors. A keen eye was kept on managing costs and manufacturing capabilities were moved offshore and its retail strategy consolidated. The efforts have resulted in a compounded growth rate of 19.5% for its revenue over the last 5 years.</p>	
Winner’s Quote	<p>“Winning the Sustainable Growth Award is an honour, especially given that the organiser (SMF) looked at our five years of performance, during which there were times of economic turbulence. We are extremely grateful to be recognised in this regard. It validates the fact that fundamentally, we are sound and on the right track – and we’d like to thank SMF for that validation. We would also like to thank SPRING Singapore for encouraging us to participate, and most of all, we would like to thank all our staff for their sustained hard work; they won this for us!” - Mr Sean O’Hara, General Manager</p>	
		Feinmetall Pte Ltd
Company Profile	<p>Started as a small regional repair and service centre in 2007, Feinmetall Singapore Pte Ltd has since steadily moved up the value chain to become a one-stop design, manufacturing, testing and service provider for wafer probe cards. Feinmetall Singapore has brought together a strong family of employees and a loyal network of customers and partners. The company has invested in new facilities to further boost capacity and growth to reach greater levels of excellence.</p>	

Reason behind its win:	Feinmetall Singapore Pte Ltd is recognised for its ability to adapt to the cyclical nature of the semiconductor industry, achieving good growth over time. A niche player in probe cards, the company has forged a strategy of growing its base of loyal customers through a focus on product innovation and personalised customer service. Its focus on recurring revenues also helped the company achieve predictable and sustainable growth. Over the last 5 years, Feinmetall Singapore's revenue has grown by a compounded rate of 16.63%.
Winner's Quote	“Winning the award not only gives the team a big recognition, more importantly, we recognise that someone out there believe in our dream. They believe in our vision, our strategies, our technology, our commitment and our young team. When you believe in us, our goals are naturally aligned.” - Mr Sam Chee Wah, General Manager

SMF SUSTAINABLE GROWTH AWARD 2014 - MERIT WINNERS

1	Oceanwide Frozen Food Pte Ltd
Company Profile	Founded in 1976, Oceanwide Frozen Food Pte Ltd is Singapore's pioneer and leading stockist and distributor in the seafood industry. The company specialises in the packaging and distribution of all seafood products. Having business dealings with major supermarket outlets both regionally and globally, Oceanwide has a comprehensive logistics plan, thus ensuring delivery of quality seafood from start to finish.
Merit Winner's Quote	Achieving the award has strengthened Oceanwide's position in the global market. It is a recognition of our efforts and a milestone for Oceanwide. We want to express our heartfelt thanks to all our customers, business partners, colleagues and our family members for their trust and support given to us all these years. - Mr Andrew Soh, Managing Director
2	ICM Pharma Pte Ltd
Company Profile	One of the largest local GMP-certified pharmaceutical manufacturers, ICM Pharma Pte Ltd manufactures a wide range of pharmaceutical and quasi-pharmaceutical products. With a mission to provide “good quality and value-for-money products for the well-being and health of customers”, ICM Pharma is a trusted and leading supplier to the public healthcare system. The company's products can be found in almost every household in Singapore.
Merit Winner's Quote	This award is a tribute to the foresight and business acumen of ICM Pharma's late founder Mr Koe Khoon Poh. Sustainable growth is the foundation upon which we are able to continue delivering high quality, yet affordable medications to millions of households across Singapore. - Dr Stuart Koe, Managing Director

3	Tri-Star Industries Pte Ltd
Company Profile	Tri-Star Industries was founded in 1979 as manufacturer of low grade mild steel bolts and nuts. As the years pass, Tri-Star reacted quickly to what the industry needed and has transformed to become one of the leading suppliers and manufacturers for the fast growing oil and petrochemical industry, with eight manufacturing and distribution locations throughout the world.
Merit Winner's Quote	<p>Tri-Star is honored to be recognized by SMF's panel for this Sustainable Growth Award. In today's highly competitive and challenging business climate, we have to try harder to refresh our value proposition to our clients. It is only when we remain relevant to our clients as a result of the value that we bring them that we stand a chance in sustaining our own growth.</p> <p>- Mr Perry Lim, CEO</p>

SMF BUSINESS MODEL INNOVATION AWARD 2014 - WINNERS

1)	BrightLite Systems Pte Ltd
Company Profile	Formed in 2006, BrightLite Systems is a company that focuses on its patented high-power LED design and technology, an innovative design offering in the LED lighting industry today. With its products proven innovative and effective, BrightLite today serves a wide variety of local and overseas customers. Its innovative products provide lighting product designers with low-cost and complete LED solutions which help to shorten the development cycle and time to market for a new lighting product design.
Reason behind its win:	<p>BrightLite Systems is recognised for its innovative revenue model and customer model, as a result of its breakthrough product innovation in high-power LED design and technology. It has a great vision of helping customers in energy management by creating energy-savings, and this is demonstrated in its strategy of allowing customers' pay-back as a share of the extensive savings of the electrical bill.</p> <p>BrightLite's product innovation allows its customers to reduce finished goods inventory by as high as 40%. Its product flexibility (modular systems) also promises the use of localisation parts with great localised value-add and reduces import duties up to 36%.</p>
Winner's Quote	<p>"We are honoured to receive this prestigious SMF BMI Award this year. It is a great accomplishment for BrightLite Systems and our Innovative teams. We strongly believe that companies need to look at their business models innovatively as well as product innovations. Winning the SMF BMI award 2014 is indeed a significant milestone for the company. It is also an affirmation that we are heading in the right direction! We will continue to formulate more business innovation initiatives to create greater value to the company. Thank you again for this honour. " - Mr Bernard Lim, MD</p>
2)	Concorde Security Pte Ltd
Company Profile	Concorde's journey stated in 2005, when it was established by Mr Alan Chua, its current Executive Director Mr Alan Chua who has many years of experience in the Security Industry. With rising demand for good security providers after the 911 incident in 2001, Concorde is even more determined to be the leading provider for good security services. Its priority is on responsibility, responsiveness, reliability while providing good welfare for its officers. Apart from upholding values such as ethics and professionalism, Concorde also believes in fostering good relationships with its stakeholders ranging from staff, partners to customers. Today, Concorde serves more than 100 businesses with its security guarding services at many locations in Singapore.
Reason behind its win:	Concorde is recognised for its bold and disruptive innovation by developing state-of-the-art technologies to provide integrated monitoring of properties, assets and building services systems under the 24/7 surveillance, ensuring complete security and business efficiency. With its breakthrough innovation "Intelligent Facility Sprinter" (IFS),

	<p>Concorde is in a good position to redefine value for all stakeholders in the security management industry, especially in areas of manpower, where security workers can upgrade their working and living standards, yet with optimum security performance level for customers. The company is also acknowledged for its strategic efforts in spearheading industry change for the security workforce.</p>
Winner's Quote	<p>"We are proud to be able to show our customers that they are right to believe in us and in our vision to make Singapore an intelligently live-able, safer global city - a Smart Nation. We would like to thank our customers for their support. Our appreciation also goes to the distinguished judges who recognise our innovative invention and business model." - Mr Alan Chua, Executive Director</p>
3)	Consistel Pte Ltd
Company Profile	<p>Incorporated since 2002, Consistel started off as the leading provider of turnkey in-building wireless network services ("IBS") in Asia, which involves the design, supply, install and commissioning of telecommunications networks in buildings. The company is seen as a technological innovator with a reputation for solving complex problems through developing proprietary processes and patented solutions for the IBS industry.</p> <p>Consistel developed its enterprise software suite with the aim of revolutionising the IBS processes known as ATRIUM in 2010. The company also made a decision to revolutionise its business by adopting a build, own, operate and lease model for telecommunication networks infrastructure, with its pilot project as the iconic Singapore Sports Hub.</p>
Reason behind its win:	<p>Consistel is recognised for its breakthrough in business model and technological innovation with its accumulated knowledge and advantage in developing proprietary processes and patented solutions for the in-building wireless network services industry. Its revolutionary revenue model 'Build, Own, Operate and Lease' for telecommunication networks infrastructure has effectively allowed the company to move up the value chain to serve a different group of customers. What is also impressive is the company's demonstration of progressive transformation over time to expand its range of services through the vast accumulated knowledge and experience of their people - from a system integrator to developer of its enterprise software on a SaaS model to revolutionise the in-building processes for local and global customers, and finally followed by the breakthrough 'Build, Own, Operate and Lease' model.</p>
Winner's Quote	<p>"We are indeed honoured and pleasantly surprised to have been chosen as one of the winners for the Business Innovation Award by SMF. This prestigious award serves not only as a recognition of what we have achieved but also as a motivation for SMEs like us to strive for greater success. Indeed this is a fitting tribute to our staff for their sheer dedication and determination to succeed in a highly competitive landscape. Hence, on behalf of the all the staff, we thank you once again for this award."</p>

4)	LHT Holdings Limited
Company Profile	Established in 1977, LHT has grown to be a leader in the industry with an annual turnover of more than S\$35 million and also one of the largest manufacturing companies of high quality wooden pallets, boxes and crates in Singapore. Sited on a 63,568 sq m land, LHT has a staff strength of 180 involved in the areas of administration, manufacturing and warehousing. The company has been awarded ISO 9002 certification on quality management system on manufacture, purchase and supply of wooden pallets, cases and crates, and Technical Woods. LHT was also awarded ISO 14001 certification on its environment management system that indicates its commitment towards environmental excellence, The Company was also awarded Singapore Sustainability 2012.
Reason behind its win:	LHT is recognised for its sustainable business model with two-pronged advantage. Not only was LHT able to offer new pallet types to its customers as a result of environmental pressures, technological advancements, and rising customer needs, the company's business model was also a great example of a closed-loop process of sourcing, using and recycling materials such as wood or wood waste continually in the business system. This was only possible with its capabilities such as the zero waste management by using recycling wood waste materials as components into its revolutionary pallet making process. What is outstanding is the company's ingenious policy of allowing employees the opportunities to potentially earn more as a result of the quicker processing time of its innovative process product conversion (IPPC) pallets or rather known as pest free pallet.
Winner's Quote	“Commitment, hard work, R&D, trial & errors are fundamental to our success and a testament of our innovative contribution to the industry value chain.” - Ms May Yap, Executive Director
5)	Rigel Technology (S) Pte Ltd
Company Profile	Since its incorporation in 1991, Rigel has consistently set the standard for eco-friendly bathroom solutions, forging ground-breaking innovations and employing the latest technology to help create a more sustainable future with efficient resource management. User-friendly features and modern design based on aesthetics, usability and comfort make it today's premier choice for both residential and commercial developments. Set up in resource-scarce Singapore, Rigel's unique combination of quality, dependability, resourcefulness and innovation have long made it a leader in the sanitary ware industry, where water savings contribute to the bottom line, as well as to good green practices.
Reason behind its win:	Rigel is recognised for its foresight and great execution in leveraging on the environmental movement, to produce Singapore's pioneering green restroom technology for various industries. The company has demonstrated strong understanding of its strengths, and developed products and solutions for different customer segments and strategic partnerships to reap great benefits. It is interesting to note how Rigel changed its stakeholder and customer engagement approach to involve them in creating new value.

Winner's Quote	<p>“As a green restroom specialist, Rigel has always embraced green innovation as part and parcel of our brand positioning. So winning the SMF Business Model Innovation Award serves as a firm recognition of our efforts in pushing the envelope, transforming ourselves and staying relevant to keep abreast of changes in the green economy. Indeed, innovation has always been a continuous driving force for everyone in Rigel and this honour that has been conferred to us will continue to propel us in the right direction as we work towards building a more sustainable landscape in synchrony with all our stakeholders.”</p> <p>- Mr Ng Eng Seng, Managing Director</p>
6)	Sypex Technologies Pte Ltd
Company Profile	<p>What started off as a small packaging distribution company more than 20 years ago is now Southeast Asia's leading business-to-business packaging and warehousing solutions provider. With its headquarters in Singapore, Sypex Technologies now has 8 facilities in the region and employs more than 200 staff. With our extensive knowledge and expertise in industrial packaging solutions, vast experience in various industries and team of dedicated individuals, we commit to work passionately in delivering value-driven customer solutions and to exceed the high demands of today's industries and consumers.</p>
Reason behind its win:	<p>Sypex Technologies is recognised for its sound strategy of developing new growth engines, with a specific strategy to improve customer engagement and sales productivity. With its modern customer engagement concept, the company leads a radical change in the way how manufacturers support and customers are served in the competitive packaging and warehousing supplies industry. The company has also moved beyond the typical distributor model, providing holistic and value-driven packaging and warehousing solutions to improve customers' efficiency and total supply chain costs.</p>
Winner's Quote	<p>“Sypex is proud to be a believer of Business Model Innovation. Since our humble beginning 22 years ago, innovation has been evident in our daily business operations. Throughout the years, continuous innovation has allowed us to become one of the leading packaging distribution companies in South East Asia. We strongly believe that continuous Business Model Innovation is essential in today's rapidly changing business environment. It is an exciting and rewarding journey that SMEs need to embark on to remain profitable and sustainable in the long run.”</p> <p>Mr Roger See, Managing Director</p>

SMF BUSINESS MODEL INNOVATION AWARD 2014 - MERIT WINNERS

1)	Asia Polyurethane Manufacturing Pte Ltd
Company Profile	Asia Polyurethane Manufacturing (APU), established in 1985, is the first fully equipped system house based in the ASEAN region to tailor Polyurethane systems to the needs of its customers. The Company has grown over the years, guided by the philosophy of providing excellent quality, service, fair and competitive pricing. In November 1995, APU became the first system house in Asia to be accredited with the ISO9001 certification. This standard has been maintained as a commitment of the company to provide quality products and services. It has also achieved ISO9001:2000 accreditation and many more.
Merit Winner's Quote	"This Merit Award is an affirmation of our efforts in embarking on the innovative journey and an impetus to see us to the destination. The buoyancy in the industry constantly reminds APU of the need to stay vigilant and be ahead of our competitors not just in our business model, products but also in maintaining relationships with employees, customers and business partners. We cannot always aim to do different things but we do constantly seek to do things differently." -Mr Erman Tan, CEO
2)	Jovan Tech Pte Ltd
Company Profile	Founded in 1996 from an initial establishment of small tooling workshop providing precision machining services, Jovan Tech has grown to its current strength of 1200 workers in both Singapore and Batam, Indonesia. The company has since served the design and manufacturing needs of their clients, including Fortune 500 companies. Its automation engineers design and build innovative high speed semi auto and auto machinery that delivers fast cycle time and unmatched reliability for various types of industry. Its contract manufacturing with its competitive operating advantages and highly skilled workforce provide its customers a highly competitive cost manufacturing solution.
Merit Winner's Quote	"I am very delighted to see that Jovan's efforts in the SME manufacturing sectors are being recognised. Our industry has undergone tremendous changes in recent years. It is crucial for SME companies to accord high priority to transforming its operation and business models in order to continue providing solutions that address the increased needs in our service and in the most cost-effective way. Being the merit winner for the SMF Business Model Innovation Award motivates us to further our service offering and to implement the business model change, which are both critical to the business and technological opportunities of tomorrow." -Mr Jerome Lee, Managing Director

3)	SC (Sang Choy) International Pte Ltd
Company Profile	SC International is one of the leading companies in the Asia Pacific region, specializing as a One-Stop full-facility printing house. SC provides pre-press, press and post-press services, from creative design and precise colour separation to professional printing and worldwide delivery. Headquartered in Singapore with full production facilities, it also has offices in the United States, Europe and Hong Kong, as well as production bases in China. Specialising in colour printing, its products range from marketing collaterals (annual report, newsletter, magazines, corporate catalogue, folder), to coffee table books and children books.
Merit Winner's Quote	<p>“Innovation is most important to our business, especially in our printing industry, where many may perceive as sunset industry. However, we believe there is no sunset industry, only sunset management.</p> <p>At SC, we believe in innovation. Changing needs drive market demands, which in turn drive businesses. Therefore we will not stop innovating.</p> <p>We are appreciative of SMF's encouragement through this Award, and although we have only won the Merit Award this year, we will never cease to innovate for success, to bring greater value to our customers and this industry.” - Mr Almond Ko, Director of Operations</p>
4)	Serrano Holdings Pte Ltd
Company Profile	(pls refer to profile of company under Sustainable Growth Award)
Merit Winner's Quote	<p>“Being a Merit Award Winner for Business Model Innovation really means a lot to us. Serrano strives to continually innovate our processes and systems and develop our staff in order to remain relevant in this ever-changing, challenging environment. We are especially pleased that the organisers (SMF) has used such stringent criteria and evaluated us on three separate innovation categories – this adds credibility to the awards. We are very particular about the awards we apply for, which is probably why SPRING Singapore recommended the SMF Award to us. We are glad they did, and we are grateful to our staff for their support.”</p> <p>Mr Sean O'Hara, General Manager</p>
5)	Sun City Maintenance Pte Ltd
Company Profile	From its humble beginnings in 1995, Sun City Maintenance has evolved to become one of the leading cleaning service providers in Singapore. The company places strong emphasis on employee and client loyalty through strengthening in-house capabilities with the use of technology, training and employee engagement activities.
Merit Winner's Quote	<p>“We are greatly humbled and honoured to receive this award. We would like to offer my sincerest gratitude to the Singapore Manufacturing Federation for this honour. We did not make the journey here alone. Numerous people have supported me along the</p>

	<p>way. First, I would like to express my gratitude to my management and administration team who, through thick and thin, has worked relentlessly to approach challenges with the company's interest at heart as first priority. All these cannot be achieved without the Operation Team who, as the backbone of our operations, has always vowed on delivering the Sun City branding through dedication, commitment and responsiveness. This award that has been presented to Sun City, I received it on their behalf with pride. Thank you." - Mr Simon Swee, Managing Director</p>
6)	TranZplus Engineering (S) Pte Ltd
Company Profile	<p>Established in 2000, TranZplus Engineering is an Advanced Mechanical Power Transmission specialist, providing solutions and professional technical consultancy services for businesses in Singapore and the Asia-Pacific region. The company serves a broad spectrum of clients ranging from factory automation, oil, petrol and gas (OPG), pharmaceutical, R&D centres and electronics manufacturing. TranZplus provides customized highly precision parts and assembly capabilities in addition to its impressive range of timing pulley, gears, roller chains, sprockets, couplings, power locks and aluminium profiles. The company also strives to value-add the industry in Mechanical Engineering with Value Engineering (VE), Reverse Engineering (RE) and Technical Consultancy services to create break-through solutions.</p>
Merit Winner's Quote	<p>"Innovation revolutionizes the model behind our company's growth and customer relationships. We look forward to bringing our customers more value in future." - Mr Nelson Lim, Chief Executive</p>

Annex B – Programme of Event

Time	Programme
6.15pm	Registration & Cocktail Reception
7.15pm	Arrival of Guest-of-Honour at lobby
7.30pm	GOH's Arrival at Fairmont Ballroom Opening Performance
7.40pm	Dinner Commences
7.45pm	Performance by VOX
8.25pm	Welcome by SMF President
8.35pm	Video on SMF Awards
8.40pm	Merit Awards Presentation by President on stage (9 Merit Winners)
8.50pm	Address by Guest-of-Honour
9.05pm	Awards Presentation by GOH on stage (8 Winners)
9.15pm	Mr George Huang handing over the symbol of responsibility to Incoming President
9.30pm	Token of Appreciation to GOH
10.30pm	GOH Departure End of Event